We build Australia's best online stores

Web Seven is dedicated to helping small to medium enterprises achieve greater success through Internet technology. Our advanced proprietary ezycat program makes it easy to set up an online store for marketing and selling products over the Internet to anyone, anywhere.

There's no technical experience or software required to set up an ezycat online store and Web Seven works with you every step of the way to set up your site ready to fill with products.

A unique login and password protects ezycat's administration area where site content, product and order maintenance can be easily managed by you, from any computer.

We provide all the tuition our clients need to get started and back it up with free online support as well as being available by phone if you need us.

We have helped over a 400 clients to set up an ezycat online store since our inception in July 2003.

"Web Seven created the perfect shopping site for our business. I was very specific with how I wished my site to be designed and function and Web Seven worked with me on this every step of the way until I was completely satisfied!! Carl and Kelly even went so far as putting new systems in place in order for our shopping site to operate the way I needed. Thanks again guys!"

Elissa & Dave
Kelani Fabric Obsession

Ezycat Overview

You have the opportunity to choose from two ezycat products – ezycat, and ezycat lite. Both products offer the same features except ezycat is custom designed to suit your corporate identity whereas ezycat lite uses pre-designed templates.

Ezycat
RRP: $3850 (inc GST)
Ongoing Hosting: $65 (inc GST) per month
Custom designed

Ezycat lite
RRP: $2750 (inc GST)
Ongoing Hosting: $65 (inc GST) per month
Uses pre-designed templates, with adjusted colours to march your corporate ID

Ezycat / ezycat lite features:

General System Features:

1. Product catalogue engine – unlimited products / unlimited categories
2. Shopping cart, check out & multiple payment types, with shipping options
3. 24/7 Administration facility – password protected
4. Flexible site design & layout – Can be provided by a third party Graphic Designer, if the layout is approved by Web Seven. Site set-up fee discount applies for all provided designs.
5. Fast delivery – Web Seven can deliver an ezyCat site within 2 weeks, once the brief and required information is provided.
6. RRP site with Wholesale | VIP password protected access – allowing WSale only product / prices / information
7. Key word search facility – searches product ID, name & description
8. Editable Site Meta Tags & Product meta tags

9. Mailing list – sign up box for site, as well as on order form. Download general mailing list, registered users list or past orders list as CSV / Excel files for use in external eNewsletter software.
10. Tell a Friend – graphical email with personalized message area.
11. Reminder service – Collect and remind customers of important dates, encouraging buying from your site.
12. PDF printer – print a PDF of your site on a category by category basis, with image, ID, name, description, features and/or price fields.
13. Marketing Support – Basic site statistics are collected and the ezycat system is also pre-setup with Google Analytics and Ad Word tracking code built in. We just add your Google ID to the database and its tracking.
14. Site tuition & support – For the first month, Web Seven provides all the support you need to get started and back it up with a comprehensive user manual. After the first month, we provide free ongoing support for any system bugs, and other support as requested at an hourly rate. Server updates and system upgrades are maintained and supported for free as part of our monthly hosting fee.

eCommerce System Features:

1. SSL secure encryption on the order details and payments pages.
2. Credit card information SSL encrypted within the administration area as well.
3. An automatic invoice calculator on check out
4. Minimum order total amounts, before check out can be completed – different amounts for RRP or WSale.
5. Multiple payment options - credit card capture (Quick SSL encryption), direct deposit, cheque, PayPal, invoice or sales enquiry. Secure encrypted credit card collection allows you to offer your customers the appearance of real time processing while saving you the cost of a full payment gateway. You can process the cards manually after reading the card details from a secure webpage through your normal EFTPOS facilities. When your online orders are frequent enough to make a payment gateway feasible, you can get one set up at your bank and we can then integrate it for you (extra fee).
6. Shipping options – 4 different shipping rules that are fully customisable and applied to the order form before checkout can be completed
7. Promotional discount codes – fully customisable with multiple discount options. Once the code is entered on the order form the order total is adjusted.
8. Custom order form fields – for collecting extra information & feedback

9. Current orders & Completed orders – view, edit and sort orders
10. Order confirmation email – emailed to you and to your customer with customisable text boxes (credit card numbers NOT shown on email, as email is not encrypted)
11. Customisable order form text box, for RRP and WSale order forms.
12. Wholesale | VIP site access as well as standard retail site – password protected. Tracking of Registered Users last site access date and total number of pages viewed. The facility is completely automated and extremely user-friendly to promote the application process. The customer logs in with their email address and they specify their own password. Applications need to be approved by you ticking a box, before they gain access.
13. CSV / excel export of all Registered Users information
14. Customisable auto-text / email notices – for wholesale access sign up / login system

Price System Features:

1. Customisable price types – set multiple price type for each site area, RRP and WSale.
2. Protected pricing – Wsale price types will ONLY show on the site once a Registered User has logged in. RRP customers only see RRP price types.
3. Pre-set unique price types for specific WSale users – offer those bigger customers a unique price for individual products.
4. Carton quantity prices – with notices when a entered product quantity is 80% off a full carton, encouraging ordering more.
5. Pricing brackets for discounted prices when ordering higher quantities of products.
6. Highlighted Sales price – change the colour / CSS of a particular price type to highlight it on the product listing and details page.
7. GST inc, ex or free options – pre-set price types or adjust individual products.

Product System Features:

1. Unlimited products with unlimited categories
2. Product minimum order quantities – for base products as well as individual variations within the base product limits. Separate min qty for RRP and WSale, based on price types. Also, separate Additional limits after minimum quantities are met.

3. Stock Control – basic stock count for product and variations, auto counts down and restricts orders on the site.
4. Multiple product image format – auto re-sized & customisable proportions
5. Multiple images per product
6. Additional Product File Upload – for attaching a PDF, CSV, ZIP, PowerPoint, movie or other file to an individual product. Great for product specification fact sheets or instructional files.
7. Product variation system – for displaying size / colour options within one product. Separate order boxes or drop down option.
8. Product features – customizable pre-set product attributes
9. Editable product categories, images, sorting & text. Up to 5 sub levels
10. Product sorting within product categories – pre-set rule or just drag and drop
11. Previous | back | next navigation on product details pages
12. Surrounding product mini thumbnails on product details pages
13. Flexible product listing info – show product image, name, ID, short description, price, sale price, quick order box as desired. Flexible layout for arranging this information.
14. Flexible product listing display – display a set number of products per category page, with page 1, 2, 3 as needed OR show all products within the category on one long page.
15. Easy to use ADD or EDIT a Product forms
16. Quick Edit options for faster product editing – including pricing, minimum quantities, availability, delete, RRP / WSale display only, stock control, promo code limited products, and out of stock products.
17. Product duplication option – Duplicate a product, enter the new ID and image and submit. All other product info including features and description will copy over.
18. Individual product SEO / Meta data – customizable for each product: description, keywords and the page title automatically uses the product name.

Information System Features:

19. Editable text pages – 3 templates (unlimited pages) standard (more templates can be added as needed for an extra fee). Our ezyFolio software integration allows text pages to be edited via easy to use online forms, just like products are. Features include auto crop / sizing of uploaded images; image slide show function with unique links for each image; individual page meta tags / SEO text;

unlimited text boxes / images per template; PDF / URL upload system ideal for media page; gallery; links display; online forms that email responses.

20. SEO friendly URLs for products and text pages
21. Stockist listing text page – with full address details, sorted by state.

Ezycat Software Updates

Web Seven is constantly improving its ezycat system in response to our client's feedback. Over half of the features listed above have been added since ezyCat launched in 2003.

We welcome all requests for system upgrades and if they can benefit most of our clients, we integrate the new features during the next upgrade period for free. If a client has a request that is only suitable for them, we can custom code the system as needed at our hourly rate.

"Ta Kelly, I think I remember you saying the ability for us to do category changes were coming, great that we can now do that ourselves. I just love ezycat!"
Geoff, Director, Seaweed and Sand

Hosting

Web Seven hosts each ezycat site on its state-of-the-art Linux Servers. Unlike many hosting companies, we have multiple connections to the Internet, so that if one connection goes down, the other connection will still support the traffic to our servers. Our uptime is currently 99.98%.

At $65, Web Seven's monthly hosting fees are lower than many of our competitors, especially when you consider that half of the hosting fee covers the ongoing ezycat license, giving you free upgrades to the ezycat system.

Hosting includes

- unlimited products
- 10 email addresses
- spam filtering
- email virus protection
- no long-term contracts - pay as you go
- free system updates
- server maintenance
- ezycat database & image backups

Development Process

An ezycat design brief is sent to you to help us collect relevant images, logos and give us a guide for designing a site for you, just as you want it to look.

The items we need you to send us include:

- Company logo in eps format
- List of product categories in a word document
- Terms and conditions in a word document
- Company profile and contact information in a word document
- Domain name request / registration information
- Preferred emails (addresses and passwords)
- A few images with your product – individual or in a “life style” type setting
- A few example websites that you like and why

Based on this design brief, a first draft design is emailed to you for approval or modification. We are not ‘precious’ about the design – it needs to reflect you and your business, so critical feedback is welcomed. If the brief supplied is detailed, we generally get the design right first try.

A second design draft is presented for approval if required.

Once your final approval is received, the site is set up and deployed ready to be filled with products.

Further to providing a comprehensive user manual, Web Seven contacts you to walk through the population and management of the site. We also provide ongoing support as required.

Web Seven can launch an ezycat site within one week of receiving your completed design brief, though the above process usually takes two weeks.

Our Team

Carl Berggren
CEO / IT Director

As the architect of Web Seven's revolutionary online store system, ezycat, Carl is recognised as one of Australia's leading software engineers. After completing his senior education at the International School of Amsterdam, he earned an Associates Degree in Computer Science at the Rochester Institute of Technology, one of the USA's most highly regarded universities. He returned to Australia in 1995 to work as a lecturer at Griffith University before starting his first web development company in 2001. While his role at Web Seven is full time, he consults to a number of Queensland organisations including Trade Builders, The Zenergy Group, and the Department of State Development and Innovation. As a programmer, Carl is proficient in the following languages: PHP, ASP, C++, Java, Ajax and SQL.

Qualifications
Associates Degree, Computer Science – Rochester Institute of Technology (New York)
Bachelor of Arts – Commercial Photography – Rochester Institute of Technology (New York)

Kelly Berggren
Creative Director

Since earning a Bachelor of Arts in Photography from Griffith University in 1995, Kelly worked as a freelance photographer before turning her creative hand to designing and building websites. She is not only a founding Director of Web Seven, but the company's Creative Director and has designed and built more than 420 websites since 2003. Her photographic expertise means she is also able to offer photographic advice to our ezycat clients.

Qualifications
Bachelor of Arts – Photography – Griffith University

Mark Bulley

Marketing Director

Mark has been a specialist Japanese-language website designer for the past 10 years with his company JapaNet, based in Brisbane. For the past four years, Mark has used the Web Seven EzyCat and EzyFolio systems to build many of his client's websites.

"For me to become part of the Web Seven team has been pretty much a natural progression", says Mark*. "As a website developer, I have really grown to like the incredible sophistication and ease-of-use of the Web Seven technologies, and am enthusiastic about helping organizations make the best use of the systems".*

Mark has a particular focus on the support role for existing Web Seven clients – troubleshooting client enquiries, enhancing communication and speed of response for your support needs. Anything needing Carl or Kelly's attention is then passed through and followed up for you.

Qualifications

Bachelor of Arts – International Studies, Japanese & International Marketing – Griffith University

Master of Arts – Japanese – Griffith University

Ask and they will tell you

Nobody can tell our story better than our past clients. Below, twelve of our clients have shared their experience. The fact is we have helped over 400 clients, each with a similar story to tell. But that's a bigger document than we want to tackle…

"Kelani Fabric searched for a web developer for six months and found the process very confusing and frustrating until we came across Webseven with their fantastic simple to use Ezycat system.

Together with the incredible technical expertise of Carl and dynamic design capabilities of Kelly, Webseven created the perfect shopping site for our business. I was very specific with how I wished my site to be designed and function and Webseven worked with me on this every step of the way until I was completely satisfied!! Carl and Kelly even went so far as putting new systems in place in order for our shopping site to operate the way I needed. Kelani Fabric is the first fabric site to have specific features that I requested and Webseven put all of these requests in place. In recent times a number of competitiors have changed their sites and various ways of viewing fabrics online which is a testament to the originality of Kelly and Carl's unique work.

I can not speak highly enough of the committed Webseven team and know that if I require any assistance or changes to my site they are readily available to assist me. Thank you Kelly, Carl and Mark for your patience with me and committment to creating our beautiful unique shopping site.

Here are just a few of our customer's comments:

"Your website is AMAZING!! A HUGE congrats!!"

"I just wanted to say how pleased I am with the fabric I ordered from you late last week, and which arrived today (Monday)! All three pieces are gorgeous, and I can't wait to use them. Your website is so easy to use and the descriptions of colour, weight, size of motifs etc are really helpful. I especially like the enlarging feature."

"I have recently purchased three seperate orders in the past few weeks and I just

wanted to compliment you on terrific service. I received each package very quickly, the site and payment methods are very easy to navigate and the free postage is an extra bonus."

"I just wanted to let you know that I am so happy that I have found your site. You have such a great selection of fabric and patterns, and I can't wait to become one of your regular customers."

"Your website is gorgeous and so inspirational!"

"I really think it's the best online fabric store I've seen - beautiful."

Thanks again guys!"
Elissa & Dave, Directors, Kelani Fabric Obsession

"With a huge thanks to Kelly and Carl, my website looks fantastic and I am wrapped with the end result. Their persistence and knowledge enabled me to have a website that has been tailored to suit my target audience. Now for the sales to keep coming and everyone will extremely happy!"
Jenny Peters, Director, Just Smitten

"I cannot begin to describe how amazed and impressed I am with all of the work webseven has done to create my business logo and website.

Not only were they extremely prompt and efficient it's as if they knew me personally, as they were able to successfully interpret my brief descriptions of what I wanted into more than what I could have ever hoped for and something that represented my style perfectly!

Nothing was ever a problem even the countless phone calls I made asking to add something new that I now needed! I would and already have recommended webseven to friends and associates and cannot thank them enough for the wonderful, professional and faultless job they did for my business! "
Sarah Mackay-Wiggers, Director, Studio Samsara

"Hi Mark, Kel & Team,
We just wanted to say a huge thank you for updating our WebSite. As you know we went "live' last week.
We've had extremely positive feedback from our customers and the site looks great!!
Well done and thanks again."
Mark & Linda Russell, Directors, TSK Giftware

"Thanks for providing such an accessible and flexible service."
Brad Robbins, Design Office Manager, R.J. Robbins & Associates

"Creating an online store website has set up a lot more opportunities for our business as it allows greater communication with our existing customers and permits potential customers to browse our products.

Through our website we are able to keep our customers more up to date with availability, new items and specials in a cost efficient manner. We are able to display pictures and descriptions of our products, which is far more resourceful for our customers than just a simple pricelist. We may also direct potential customers to our website rather than mailing catalogues.

Ordering is also made simpler and is easier to process, with all the codes and quantities clear allowing for less miscommunication. We have regular customers that find the online store very useful and convenient. The website permits them to take there time looking through our website to see what is available and then make an order at any time of the day."
Kevin Lao, Director, Eleganter Australia

"Thank you for giving us your tremendous support since the inception of out website. You're only a phone call away and have always been there to answer any hiccups I have had along the way. Your service has proven to be successful to our business and has

made it quite easy to manage our website and I will highly recommend it to others. This letter is a little overdue but better late then never."
Ella Charles, Director, Goodtimes Watches

"Now that the AGIFT site is up and running, I would like to say how much I appreciated working with you as you developed my website. I had a lot of questions along the way and you answered them all. You are simply fabulous and you have amazing communication skills that engaged me throughout the project. You made it such an easy and enjoyable experience. Webseven's user friendly backend access to upload products and make changes, as well as the ongoing support makes this a great product.

You also volunteered your experience and expertise about other complimentary products that have been a value added bonus to my business, and I really appreciate this too. Thanks Kelly I am extremely happy with the outcome of the AGIFT website, and have been recommending you to others. In support of this I thought you might like to read some very positive feedback I received in response to my launch email.

Congratulations - your web site looks fantastic.
Scott C.

Congratulations Smilka - it looks fantastic. I will send it out to my different networks - best of luck.
Bronwyn

Wow!! Your site looks terrific -- it's attractive, easy to navigate, and got a nice range of products.
Michael M.

P.S Congratulations! Love the site!!!!
Julie F.

Congratulations Smilka - the website looks amazing, and so simple to navigate. Love the photography - very classy!
Jacque G.

Love your website. Its very easy to use and looks classy and the photos are great!
Julie W.

Your website looks great, and I can see that the colours are very you (cool and sleek)...
Jen J.

Thanks"
Smilka Jakobi, Director, AGift

"Hi guys I just wanted to say thank you for creating such a fantastic web site for us it looks great and we have already had some good feedback on it. Also, thank you for taking the time out to explain everything for me before we got started, it was very fast and easy to create the site. I have been telling a lot of people about your company.
Mr Peter Gouganovski, Director, Endless Candles

"You're a class act. Charlie my husband is most impressed with your work as well. We love it all. We are very impressed with your work. It looks sensational.

Thank you for all your work you have done a fab job! Your web site is so easy to operate thank you thank you thank you!"
Marie Gallagher, Proprietor, King Henry's Court gift Shop

"I want to say thank you to you and the team at webseven for the effort and service you have given Teal Poppy to make these corporate pages come to fruition. I sincerely appreciate your service and product, It is becoming a point of difference for our business. I am sending an email to Silverstone today to find out what they think of this automated ordering process. Here's hoping they go with it. I will let you know the outcome as soon as they respond. By the way this idea was derived from something you said to me about using the web site as a marketing tool. I appreciate your advice. Have a great day."
Peter Holdsworth, Director, Teal Poppy

"We have received a lot of positive feedback from our retail clients who have found our website easy to navigate and the shopping trolley very user friendly. We wanted to be sure that our web site would allow us the highest level of independence to maintain our product inventory in terms of activation onto the web site, photography, description and pricing. The ezycat system provides all this plus more.

In addition, we have always found the team at web seven to be friendly, supportive and eager to help when needed. Saiyan Style has no hesitation in recommending this system. We have been operating live with the ezycat web site for more than 18 months and are more than happy with how the web site operates and the level of sales that have generated directly from the site."
Lisa Walshaw, Director, Saiyan Style

"If Web Seven were a dictionary entry, it would mean: Eternal patience, good humour, professional service, eternal patience, creative talent, value for money, 24/7 accessibility ... and eternal patience.

As we all know technology can be a fickle thing but with Web Seven's expertise and eternal patience, they make the experience not only enjoyable, but an indispensable part of any growing business.

Thank you Web Seven for enabling my business to flourish on line and help create opportunities that would otherwise have not been possible... oh and thank you for your eternal patience."
Shellie Conway, Director, Lantern Paper

"I can easily attest to the great results obtainable through using Web Seven's software. We have had nothing but positive feedback from our customers who are impressed with the speed & ease of navigating our site. Our online orders have increased dramatically & are steadily growing each week which in itself is the best testimonial to the success of Web Seven's software. The ease of keeping the site updated is definitely one of it's greatest benefits. My only regret is that it took me so long to change to Web Seven."
Rita Swann, Director, Swann Imports

"I was the first person in the world to have an interactive website for watches. That was back in 1993 and I have had my share of frustrating sites! Since then I have learned that the simpler and easier the site is to use, the better it is for your business.

The Web Seven system is the best system(can you think of another word) I have used, it is so easy to update, it makes me feel like a pro as I go in the 'backend' and add and change products and prices, add a category when I want, or change our popular monthly promotions. I don't need to keep relying on others when I want to make a change, I just go in and change it. It is my communication with the world.

We get compliments from customers all the time about how easy to use and clear the site is, and they use it regularly to order, check prices, and communicate with us. It also has an online warranty and newsletter registration for end users which is growing and growing into a Caddy club that we use to send out our newsletters and promotions.

Our website has really become an important tool in our business because we can direct people to our site for an answer to almost all of their questions. Everything is on there - company profile, warranty information, new products, packaging, point of sale material. It is like having a shop without the staffing issues. We do promotions through the site each month and we have a huge following of people who check it often to see what is new and on special.

Our reps use it on the road with their laptops while with customers to check and show colours and style codes and names etc. It works away for us when we are away or out of the office, orders come through all the time, from all over the world; and it gives us a professional global presence that is competitive with high end brands.

Web Seven have designed their product so that it is not complicated to use but highly sophisticated in its design. They have done all the work and I get to take advantage of their knowledge, there is no point reinventing the wheel...I just want to sell my product- easily and professionally!

Last year, after implementing the new website, our business grew by 47%. I am sure the website was a major factor in that growth, along with our marketing campaign, e-newsletters and printed catalogues which all direct users to the website."
Christina Caddy, Director, Caddy Design.

“Thanks for all your help with setting up our web store. We’re delighted with the results and impressed by how easy it is to use. You made the entire process a painless experience and we would be happy to recommend your service to anyone considering moving their business online."

David Hills, Managing Director, This Homewares

“The site looks absolutely lovely!!
I love the general feel of it – I think you’ve captured what I was wanting perfectly – very elegant & sophisticated….
Generally I love it! Thanx SO much J

Karina Lamelas, Guilt-free Gifts